

AAPM Foundation Pain Awareness Emblem Resource Guide



Background

A core purpose of the American Academy of Pain Medicine (AAPM) Foundation is to optimize the health of patients in pain and eliminate the major health problem of pain by advancing the specialty of pain medicine. AAPM Foundation seeks to fulfill this purpose by raising awareness and creating a public call to action to increase research funding for provider resources and patient advocacy tools.

In addition to the AAPM Foundation, in 2016, there are more than 20 robust pain advocacy organizations in the U.S. alone. Patient advocacy organizations give a voice to pain patients, survivors, and their caregivers and are critical to the success of increased support and awareness throughout the pain care continuum. Their individual efforts underscore the need to establish a unified front in which we collectively ask for a cultural shift; a shift that demands a comprehensive change in attitudes toward people in pain who need improved access to treatments.

One approach for demonstrating a unified front among pain advocacy organizations and the individuals whom they serve is the presence of a shared symbol or icon to represent a social movement. The AAPM Foundation – with the input and assistance of a variety of pain patient advocacy organizations – has developed such an awareness symbol, the **Pain Awareness Unity Circle**. This symbol provides a visual tool to reach the desired goal: a sustainable model for funding advocacy and provider resources.

Other disease states like cancer have shown us the path; it is up to advocates for pain awareness and its related research to choose an emblem to serve as the visual inspiration of this social movement.

About the Emblem

During the summer of 2016, pain awareness advocates from around the country were invited to participate in focus group conversations to research the feasibility of conducting a nation-wide pain awareness initiative. These robust conversations lead to a determination that a clear shared interest and need exists among pain advocates to unify around a symbol that represents pain awareness and the shared vision of pain care *as a human right*.

Based on focus group conversations, the Pain Awareness Unity Circle was developed to encapsulate the overarching themes, shared challenges, and aspirations of participating advocates. The emblem is composed of three separate strands: *research*, *treatment* and *care*. Multiple strands reflect the multiple efforts and voices of pain awareness advocates working to fulfill a common mission of providing pain patients with the respect and care they need. Though a simple shape, it is one that we believe will significantly resonate with a wide public audience, including millions of individuals suffering from severe pain and those who care and advocate for pain sufferers. Additionally, it is a design that lends itself well to being reproduced as a lapel pin and in other contexts.

Goals of Amplification

It is the hope of AAPM Foundation that pain advocacy organizations worldwide will embrace the Pain Awareness Unity Circle for years to come. The overall goals in creating and sharing this symbol include:

- Increase public awareness and education about the millions of patients suffering from severe acute, chronic, and cancer pain.
- Encourage individuals who suffer from pain, treat patients in pain, or care for loved ones in pain to share their stories in order to raise awareness of this public health problem.
- Drive grassroots advocacy initiatives to raise the funding necessary to conduct research on pain treatments, especially within the context of the ongoing opioid addiction and abuse epidemic.

Download Emblem Files

Download the Pain Awareness Unity Circle and share on your website, social media pages, or however you would like to in order to engage with this social movement.

- [Download Pain Awareness Unity Circle.](#)

Visit www.aapmfoundation.org/initiatives for additional information.

Social Media & Hashtag

A wonderful place to express your support of this pain awareness initiative is on social media. Educate your personal social networks about the need to support pain patients and engage with the broader pain advocacy community on Twitter and Facebook using the hashtag **#PainUnity**.

Engage with the American Academy of Pain Medicine on Facebook and Twitter social media at **@AmerAcadPainMed**.

Suggested social media posts include:

Twitter

- Celebrate the final days of #PainMonth16. Support patients in pain and those who care for them. #PainUnity
- Unify in support of more than 100 million Americans in pain. #PainUnity
- Supporting people with pain by advocating for their access to research, treatment & care. #PainUnity

Facebook

- AAPM Foundation and pain advocacy organizations are working to raise awareness of the public health problem, pain. Join the movement. #PainUnity
- Join in the movement to raise pain awareness and amplify the voices of pain patients, survivors, and caregivers who work to increase patient access to research, treatment, and care through advocacy and public awareness. #PainUnity

Sample Blast E-mail Copy

A simple way to demonstrate your support of this movement to improve patient access to research, treatment, and care is to e-mail your constituents, notifying them that this emblem serves to unify their efforts to be heard. Sample blast e-mail for such a communication is provided below.

Dear Advocate,

Pain affects more Americans than diabetes, heart disease, and cancer combined. Associated with a wide range of injury and disease, pain is in many cases a disease itself. In order to generate the **research, treatment, and care** needed to best serve the millions of pain sufferers, a social movement is needed to spur a cultural shift that comprehensively changes our society's attitude toward people in pain; people who need help, and who, in many cases, are having a harder time than ever before accessing the medications and care they need.

For this movement to take root, the many organizations and individuals advocating for pain patient access to research, treatment, and care must unify.

The American Academy of Pain Medicine (AAPM) Foundation worked with representatives from numerous pain advocacy organizations across the U.S. to design an emblem that represents this social movement – the **Pain Awareness Unity Circle**. The Unity Circle provides a visual tool to reach our shared desired goal: sustainable funding for pain research, ensured access for patients to access the pain treatments they need, and public awareness for the millions of Americans suffering from pain so that they may obtain the respect and care they deserve.



Show your support for this movement by sharing the **Pain Awareness Unity Circle** through social media using the hashtag, **#PainUnity**. [Download the emblem now!](#)

Learn more about <Your organization>'s efforts to increase pain awareness at <website URL>.

Sincerely,

Your Name

Your Title

Your Organization

About the AAPM Foundation & Contact Information

Established in 2011, the AAPM Foundation supports the American Academy of Pain Medicine's core purpose to optimize the health of patients in pain and eliminate the major health problem of pain by advancing the practice and the specialty of pain medicine. The overarching focus of the Foundation's efforts is to advocate for patient safety by providing funding support to expand and enhance education and research and by advocating for improved training to advance pain management.

Contact the AAPM Foundation at info@aapmf.org or by calling (847) 375-4731. Learn more at www.aapmfoundation.org.

REV 9/28/16